

ORDER



KSNV

Orders	Order / Rev:	106554		
	Alt Order #:	06851927		
	Product Desc:	OBAMA ADD		
	Estimate:	1768		
	Flight Dates:	09/13/12 - 09/19/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/12/12 / 09/12/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/19/12	25	\$23,075.00	\$19,613.75	September 2012	25	\$23,075.00	\$19,613.75	0.00
					Totals	25	\$23,075.00	\$19,613.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	\$23,075.00
Market	100%	\$135,735.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	35%	\$47,507.35
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	13%	\$17,645.59
KTUD	0%	\$0.00
KVVU	28%	\$38,005.88
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$9,501.47

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Advertiser: Obama for America
Product Desc: OBAMA ADD
Estimate: 1768

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/13/12	09/19/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	:30	2	\$125.003	0.00	NM		2	\$250.00											
M-F 5-6a WakeUp w/Wagners																										
WAKE UP WITH THE WAGNERS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	2	\$125.00	0.00																					
E 2	KSNV	09/13/12	09/19/12	M-F 6-7a WakeUp w/WagM		6-7a	MTWTF--	:30	2	\$250.003	0.00	NM		2	\$500.00											
M-F 6-7a WakeUp w/Wagners																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	2	\$250.00	0.00																					
E 3	KSNV	09/13/12	09/19/12	Today Show	CM	658a-9am	MTWTF--	:30	2	\$550.002	0.00	NM		2	\$1,100.00											
Today Show																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	2	\$550.00	0.00																					
E 4	KSNV	09/15/12	09/15/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003	0.00	NM		1	\$225.00											
Saturday Today																										
SATURDAY TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----S-	1	\$225.00	0.00																					
E 5	KSNV	09/13/12	09/19/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$225.003	0.00	NM		2	\$450.00											
Dr. Phil																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	2	\$225.00	0.00																					
E 6	KSNV	09/13/12	09/19/12	M-F Early News	CM	5-630p	MTWTF--	:30	4	\$375.003	0.00	NM		4	\$1,500.00											
M-F Early News																										
EARLY NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	4	\$375.00	0.00																					
E 7	KSNV	09/15/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$225.003	0.00	NM		1	\$225.00											
Sa-Su Early News																										
KSNV EARLY NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----S-	1	\$225.00	0.00																					
E 9	KSNV	09/14/12	09/14/12	Fri PR 9-10p	CM	9-10pm	-----F--	:30	1	\$1,000.003	0.00	NM		1	\$1,000.00											
Friday Prime 9-10pm																										
GRIMM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----F--	1	\$1,000.00	0.00																					
E 11	KSNV	09/16/12	09/16/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002	0.00	NM		1	\$8,000.00											
NFL Football																										
SUN NT FB: DET @ S FRAN																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----S	1	\$8,000.00	0.00																					
E 12	KSNV	09/13/12	09/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00											
M-F News 3 at Eleven																										
NEWS 3 NIGHTSIDE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	2	\$1,100.00	0.00																					
E 13	KSNV	09/13/12	09/19/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$425.001	0.00	NM		2	\$850.00											
Tonight Show																										
TONIGHT SHOW W/ JAY LENO																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	2	\$425.00	0.00																					
E 14	KSNV	09/13/12	09/19/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$225.001	0.00	NM		3	\$675.00											
Late Night w/Fallon																										
LATE NIGHT W/JIMMY FALLON																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/13/12	09/19/12	MTWTF--	3	\$225.00	0.00																					
N 15	KSNV	09/17/12	09/17/12		CM	8-10pm	M-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00											

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Advertiser: Obama for America
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		Mon PR 8-10p Monday Prime 8-10pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	M-----		1	\$4,000.00		0.00						
N 16	KSNV	09/14/12	09/14/12	Fri	10-11p	CM	10-11pm	-----F--	:30	1	\$2,100.002	0.00	NM	1	\$2,100.00
		Friday Prime 10-11pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/10/12	09/16/12	----F--		1	\$2,100.00		0.00						
													Totals	25	\$23,075.00